

Healthy Places Leading to Healthy People: Community Engagement Improves Health for All

A National Live Satellite Broadcast and Webcast

May 11, 2007

2:00-3:00pm Eastern Time

Overview

“The places where people live, work, learn, and play will protect and promote their health and safety, especially those people at greater risk of health disparities.” — Overarching CDC Healthy Places Goal

In addressing the emerging and re-emerging challenges of public health in the 21st century, CDC is focusing efforts to improve the health of Americans through a more integrated and comprehensive approach. CDC's *Healthy Places* goals examine a broad spectrum of health issues associated with communities, homes, schools, workplaces, healthcare facilities, institutions, and transportation and recreational facilities. The *Healthy Places* goals address the potential human health impacts of physical space and environmental exposure.

The May 11 program will focus on *Healthy Communities*—the broadest and most encompassing CDC *Healthy Places* goal area. Healthy communities are places in which public health systems, social infrastructure, and policies support health, and in which essential public health services (including quality health care) are readily available to all.

The *Healthy Communities* goal supports the work of communities to identify the root causes of health risk by assessing issues such as environmental barriers/threats (chemical, biological, physical, and social), social determinants of health, social and cultural networks and norms, water and air quality, food safety, hazardous waste sites, nutrition and physical activity, and safe streets and neighborhoods.

The program highlights the community of Wabasso located in Indian River County, Florida. Wabasso demonstrates the intent of the CDC *Healthy Communities* goal by intervening at the “place-level.” Although there are many community-level planning and assessment tools and approaches, such as Mobilizing for Action through Planning and Partnerships (MAPP), Health Impact Assessment (HIA), and Racial and Ethnic Approaches to Community Health (REACH), Wabasso successfully used one particular community-based tool—the Protocol for Assessing Community Excellence in Environmental Health (PACE-EH). Through PACE-EH, Wabasso was able to identify and address some of its “place-specific” health issues, including quintessential environmental health issues such as air and water quality and other health issues such as injury and violence prevention and physical activity promotion.

In partnership with CDC, the National Association of County and City Health Officials (NACCHO) helped develop this community-based tool. Today, CDC and NACCHO provide technical assistance to local and state health departments and their constituents in using the PACE-EH process. Through a series of tasks and exercises, PACE-EH clarifies the holistic nature of place-related health activities by demonstrating the interconnectedness of local public health challenges within community environments and addressing core problems rather than just symptoms.

Pilot-site coordinators throughout the country have praised the PACE-EH process for not only the impressive progress made by new local initiatives, but also for the coalition-building that brought previously competing, overlapping, and sometimes combative local agencies together to foster improved relationships among public health agencies and the community.

Public Health Grand Rounds Goal

This program seeks to increase knowledge and awareness of how the PACE-EH health assessment/engagement tool has helped communities clearly identify health and social problems driven by place-related elements within the community environment. It will also highlight how this process has helped to focus and build coalitions for change across agencies and community groups for the overall public health and well-being of citizens in a community.

Objectives

- Increase knowledge of methods to address health challenges at the community-level by addressing “root causes” through intervening at the “place-level” instead of just at the “person-level” used in the traditional public health intervention model.
- Describe how the PACE-EH assessment/engagement tool works and how it has benefited both the residents of Wabasso and its health department.
- Increase knowledge and awareness of how the PACE-EH health assessment/engagement tool has helped communities clearly identify health and social problems driven by place-related elements within community environments.
- Increase knowledge and awareness of how the PACE-EH health assessment/engagement tool has helped to focus and build coalitions for change across agencies and community groups.
- Increase knowledge and awareness of available community-level tools such as PACE-EH, MAPP, HIA, and REACH.

Target Audience

- Public health leaders, managers, professionals from local and state health departments, environmental health professionals, injury prevention and safety professionals, health promotion and chronic disease professionals, boards of health, and community-based health organizations
- Planning and zoning boards, local and state planning and community design professionals, urban planners, architects, accessibility advocates, recreational specialists,
- State, local, and federal governmental officials and their staffs
- Community leaders, community organizers, and others interested in community health in all of its facets
- Academic institutions

Faculty

William L. Roper, MD, MPH
Dean, UNC School of Medicine
Vice Chancellor for Medical Affairs
CEO, UNC Health Care System

Edward L. Baker, MD, MPH
Director, NC Institute for Public Health
UNC School of Public Health

Stephanie B. Coursey Bailey, MD, MSHSA
Chief of Public Health Practice
Centers for Disease Control and Prevention

Chris Kochtitzky, MSP
Healthy Communities Goal Team Leader
Coordinating Center for Environmental Health & Injury Prevention
Centers for Disease Control and Prevention

Nisha Botchwey, PhD, MCP
Assistant Professor of Urban and Environmental Planning
University of Virginia, School of Architecture

Susan Sutherland, RS
Assessment Coordinator, Environmental Health
Delaware County, Ohio General Health District

Sharunda Buchanan, PhD, MS
Director, Division of Emergency and Environmental Health Services
National Center for Environmental Health
Centers for Disease Control and Prevention

Registration

To register, visit www.PublicHealthGrandRounds.unc.edu. Registration for this program will only be available online. If you do not have Internet access, please seek assistance from a public resource such as a library.

Continuing Education Credit

Continuing education credit will be offered for various professions based on one hour of instruction. **An online registration and evaluation must be completed to receive the appropriate continuing education credit.**

Course Materials

Program handouts will be available at www.PublicHealthGrandRounds.unc.edu on May 11, 2007. Additional handouts may be added later.

Post-Program Discussion Forum

Content experts from CDC will facilitate an online discussion beginning May 11 and ending May 18, 2007. You are invited to ask questions and share best practices.

Satellite Coordinates

Satellite coordinates for this course will be available on the program Web site no later than April 27, 2007. Sites registering via the Internet at www.PublicHealthGrandRounds.unc.edu will automatically receive the coordinates.

Public Health Grand Round Series

The program sponsors and partners invite you to participate in this satellite broadcast, one of a series of electronically convened, interactive grand rounds that focus on contemporary, strategic public health issues. Through in-depth analysis of real world issues by experts in the science and practice of public health, these programs will provide a forum through which health professionals and others can develop timely and productive responses to public health challenges of regional, national, and global significance.